

City of Seattle

COMPREHENSIVE PLAN AMENDMENT APPLICATION

Use this application to propose a change in the policies, future land use map, appendices, or other components of the adopted City of Seattle Comprehensive Plan. Applications are due to the Seattle City Council no later than 5:00 p.m. on May 15th for consideration in the next annual review cycle. Any proposals received after May 15th will be considered in the review process for the following year.

(Please Print or Type)

Date: May 15, 2012

Applicant: Lake Union Association

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Name of general area, location, or site that would be affected by this proposed change in text
(attach additional sheets if necessary)

If the application is approved for further consideration by the City Council, the applicant may be required to submit a State Environmental Policy Act (SEPA) checklist.

Acceptance of this application does not guarantee final approval.

Applicant

Date: May 15, 2012

A handwritten signature in black ink that reads "Eugene Wasserman". The signature is written in a cursive, flowing style.

The Lake Union Association (LUA) is submitting two amendments to modify two existing economic development elements ED 11 and ED15. LUA has also submitted a new economic development element ED15.5.

All three are to ensure that the Seattle Comprehensive Plan reflects the contributions of the recreational boating industry to Seattle's economy and to the "creative class lifestyle" that will attract people to our City. Many tourists visit Seattle on their boats, many boaters have their boats serviced here and many people come to Seattle to purchase boats. Many tourists visit Seattle to enjoy Seattle's waterfront tourism industry

The two elements with their changes and the new element are listed below.

ED 11

Recognize the importance of tourism and its support of international trade as well as its contribution to the health of the Seattle retail core. Recognize the important contribution of historic districts such as Pioneer Square and the Pike Place Market to tourism, and support the continued protection and enhancement of these districts. Recognize the importance of Seattle's recreational boat industry in attracting and retaining tourists to visit and extend their visits to the City. Recognize the importance of water tourism activities to Seattle as a tourism destination.

ED 15

Preserve and support continued use of suitable shoreline areas for water- dependent and related businesses involved in ship-building and repair, fisheries, tug and barge, marina, boat yards, boat sales, provisioning and the cruise-ship industries.

ED 15.5

Support the recreational boating industry as a key sector that supports Seattle's economy, creates family wages jobs, supports small businesses, use quality environmental practices, and where businesses collaborate with one another. The recreational boating industry is part of Seattle's history and a future part of Seattle's creative class lifestyle economy.

II. The recreational boating industry has a very long history in Seattle. As a water dependent use it is discussed in the Land Use Element of the Comprehensive Plan. Yet as an economic force the recreation boating industry is not discussed in the economic development element. The industry has never presented the case for the recreational boating industry as part of Seattle's economic growth engine.

There has not been an overall economic study of the recreational boating industry in Seattle. Information gathered from the Northwest Marine Trade Association (NMTA) Washington state research and information from local firms shows it is extensive. You only have to go along Seattle's major waterways to see the number of boats in marinas. The NMTA association has 186 member businesses just in Seattle. There are a substantial number of recreational boating businesses that are not their members. Many of these businesses are not located on the waterfront, but come to the marinas to undertake repairs. The average salary in the business is \$56,000 dollars which is \$10,000 higher than the average City wage. These jobs have a large multiplier impact on other workers. Much of the work is done by small businesses that average about 12 employees per business.

Many tourists arrive in their boats and moor them at local marinas. Many tourists come take part in Seattle's water tourism industry.

There is substantial sale of large recreational boat sales that attract international customers and bring substantial money into the community. There is also a large recreational boat insurance business. Many of the large boats that visit our City or moor here use our industrial sized shipyards for repairs, providing work for our unionized labor force.

According to one of our marinas for larger yachts reports over \$22 million dollars a year in repairs to these boats which does not include all work

The local boat yards and marinas have an exceptional record in environmental projects and have a great working relationship with DOE.

Members of the LUA have informally surveyed many of the boaters who use their marinas. The results showed that many of their boaters were members of the Seattle's "creative class." The recreational boating industry is part of what makes Seattle attractive to the "creative class."

III. Appropriate for the Comprehensive Plan

- a. The proposed amendments are not regulatory; they impact the Economic Development Element and require no budgetary or programmatic decisions.
The amendments are for City-wide economic policy, and therefore should not be part of a neighborhood plan.
- b. The amendments are legal.
- c. It is practical to consider the amendment since there is enough time for the limited amount of work that is needed to review these amendments. These amendments change several policy statements and do not conflict with any Comprehensive Plan goals or other economic development elements.

IV. The amendments if adopted will recognize the importance of the recreational boating industry. It would be used to guide City officials in the development of policies and programs. It will let the public know that recreational boating industry is important to Seattle's economic health.

V. How would the proposed change comply with the community vision statements, goals, objective, and policies of the Comprehensive Plan?

These amendments comply with the Economic Development Element of the Comprehensive Plan, particularly ED 10. Encourage key sectors of Seattle's economy that provide opportunities for long term growth.

Criteria for identify sectors to support include the following:

Pay higher-than-average wage levels; bring new capital into the economy, reflecting multiplier effects other than high wages; have reasonable good future growth prospects; involve a cluster of businesses engaging in similar activities; use quality environmental practices or diversify the regional economic base.

The recreational boating industry as described above accomplishes all of these activities and should be seen as a key sector for the City to encourage.

VI. Is there public support?

We have discussed this with various elements of the recreational boating industry and have their support.